Low-power TV: the land rush is on
November sweeps: the prime time breakdown

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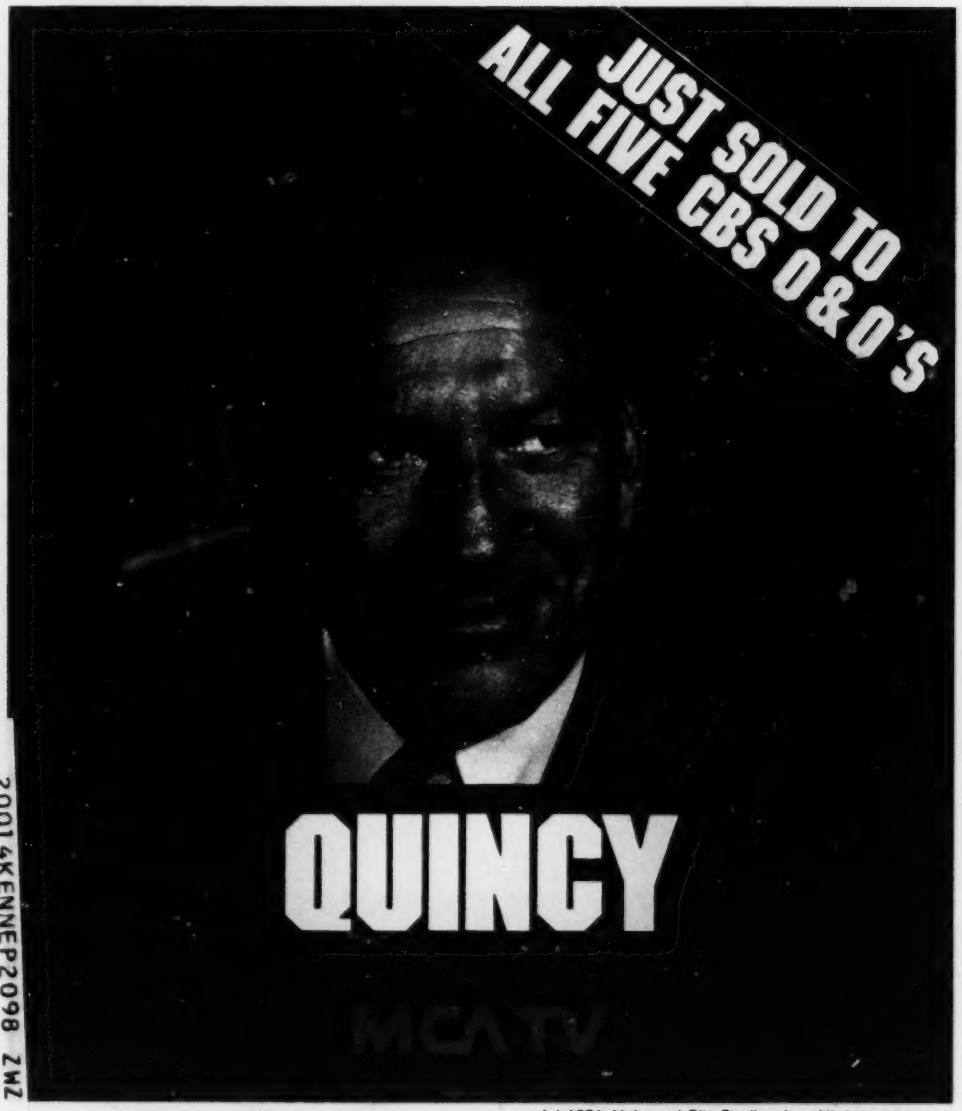

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The Week in Brief

TOP OF THE WEEK

HOUSTON VERDICT: GUILTY ☐ Federal jury finds city, mayor and Gulf Coast Cable Television conspired to limit competition in 1978 contest for CATV franchises. Plaintiff awarded $6.3 million damages. **PAGE 27.**

REAGAN ACROSS THE BOARD ☐ President's economy address on Wednesday is just beginning of administration's PR blitz. **PAGE 28.**

LPTV DELUGE ☐ Low-power filings at FCC pass 3,000 mark with Microband's 100 among the biggest. Appeals court turns down CPB request for stay of interim processing rules for LPTV. **PAGE 29.**

THE BRITISH ARE COMING ☐ Joint teletext venture of British Telecom and Logica will compete with French system in U.S. market. **PAGE 30.**

SIX WEEKS' WIRTH ☐ House Telecommunications Subcommittee has 10 issues on agenda, including looks at program diversity, copyright and broad spectrum of policy issues. **PAGE 30.**

CALL TO ARMS ☐ NCTA's Wheeler repeats objections to settlement of AT&T antitrust suit. He asks united front in fight for regulation of company he feels imperils some broadcast and cable interests. **PAGE 31.**

ARBITRON SWEEPS ☐ Network TV's prime-time audience in November 1980 declined 1.8% from preceding year, according to CBS researchers who report their network as the only one with increase in total homes delivered. Comparative performances in 214 markets listed. **PAGE 32.**

SPECIAL REPORT

LOW POWER IN HIGH GEAR ☐ When the decade dawned, low-power TV was a relatively obscure contender in the technological race of the 80's. All that changed last September when the FCC opened the doors for the new service and proposed rules that more aptly might be called no rules. Here's how LPTV is expected to work and how entrepreneurs will build, pay for and operate stations. **PAGE 38.** A short primer on how to apply. **PAGE 43.** A complete rundown of the major applicants as well as where and what they want starts on **PAGE 58.**

PROGRAMING

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INTERIM DBS URGED ☐ Comsat defends itself against broadcaster opposition as it reargues its case for service now pending final guidelines. **PAGE 70.**

TECHNOLOGY

CANADIAN POTSHOTS ☐ Dominion recruits support for its opposition to 9 khz with brochure that points finger at U.S. as spectrum grabber. **PAGE 75.**

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SITTING ON HANDS ☐ duPont-Columbia awards jurors find little to applaud in past year's broadcast journalism, but do salute some old hands for maintaining good standards. **PAGE 85.**

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PROFILE

BIRTH OF A SALESMAN ☐ In 1969, Ted Hepburn turned his back on station management to become a broker of broadcast properties. Today, as president of Ted Hepburn Co., he has long list of successful transactions that proves he made the right decision. **PAGE 111.**

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CBS up, NBC and ABC down in November Arbitron sweeps

The average prime-time audience of TV network affiliates in last November's Arbitron sweep of local markets declined 1.8% from the November before, despite a 6.7% gain in homes delivered by CBS affiliates. Homes delivered by NBC affiliates were off 8.5%; by ABC affiliates, off 4.4%.

The figures, compiled by CBS researchers from Arbitron sweep reports for 214 markets, show that network affiliates in total delivered 41,518,000 homes per average quarter-hour in prime time, down from 42,290,000 in November 1979. CBS affiliates averaged 15,438,000 homes, up from 14,474,000 the year before; ABC affiliates averaged 14,361,000, down from 15,016,000, and NBC affiliates averaged 11,719,000, down from 12,800,000.

Just what caused the overall slippage wasn't clear. Some observers speculate that the delay in starting the 1980-81 prime-time season, caused by the actors' strike, was one factor. Most feel that cable, especially pay-cable, and independent stations have taken away some network viewers, although pay cable is also credited with increasing TV usage. Between slightly increased usage and slightly lower network ratings, the networks' share of audience dropped about four percentage points—to about 88% from about 92%—between November-December 1979 and the same period of 1980 ("Closed Circuit," Jan. 5).

On the basis of national ratings for the November sweeps period, CBS had been projected as an easy winner (BROADCASTING, Dec. 1, 8, 1980). The market-by-market compilations spelled out details: In prime time in markets with three or more stations, for instance, CBS affiliates placed first in 83, ABC affiliates in 48, NBC affiliates in 12. These counts, which include ties, represented a gain of 42 first places for CBS as compared with November 1979 and losses of 22 for ABC affiliates and 15 for NBC. At the other extreme, CBS had 15 third-place markets, down from 34 a year earlier; ABC had 35, unchanged from November 1979, and NBC had 83, up from 61.

CBS also reported that of 177 markets in which it has affiliates and for which Arbitron provides reports, CBS affiliates gained in homes delivery in 136 markets (as compared with November 1979), declined in 29 and showed no change in 12. For ABC the count was 51 gains, 108 declines and 16 unchanged. For NBC: 20 gains, 145 declines, 10 unchanged.

Among the top 100 markets, in the 97 where all three networks have affiliates, CBS counted 60 firsts, 29 seconds and eight third-place rankings for CBS affiliates in prime time; for ABC affiliates, 33 first, 42 seconds and 22 thirds; for NBC affiliates, five firsts, 27 seconds, 65 thirds.

□

The chart below was developed by BROADCASTING from compilations by CBS researchers of Arbitron's November 1979 and 1980 sweeps. Household (HH) numbers are in thousands (add 000) per average prime-time quarter-hour. Percentage change for 214 markets for the Oct. 29 to Nov. 25 sweep period is included. NC means no change. A dash (—) indicates no primary affiliate in market. An asterisk denotes affiliation changes during sweep period.

	ABC			CBS			NBC		
	1979	1980	% change	1979	1980	% change	1979	1980	% change
153. Abilene-Sweetwater, Tex.	14	17	21.4	10	18	+80	36	**26**	−27.8
152. Albany, Ga.	—	—		—	—		56	**47**	−16.1
49. Albany-Schenectady-Troy, N.Y.	98	84	−14.3	82	71	−13.4	92	**93**	+1.1
72. Albuquerque, N.M.	78	**72**	−7.7	51	51	NC	46	42	−8.7
174. Alexandria, La.	—	—		—	—		32	**25**	−21.9
160. Alexandria, Minn.	—	—		—	—		44	**37**	−15.9
213. Alpena, Mich.	—	—		6	**7**	+16.7	—	—	
111. Amarillo, Tex.	45	**41**	− 8.9	24	31	+25.2	27	26	−3.7
172. Anchorage	15	**13**	−13.3	12	**13**	+8.3	12	12	NC
139. Anniston, Ala	—	—		14	**18**	+28.6	—	—	
170. Ardmore-Ada, Okla.	15	12	−20.0	28	**24**	−14.3	—	—	
16. Atlanta*	163	196	+20.2	191	**220**	+15.6	178	128	−28.1
110. Augusta, Ga.	47	**48**	+2.1	40	44	+10.0	9	10	+10.0
95. Austin, Tex.	43	39	−9.3	48	**56**	16.7	29	25	−13.8
155. Bakersfield, Calif.	25	**21**	−16.0	15	15	NC	21	17	−19.0
19. Baltimore	181	**177**	−2.2	167	151	−9.6	150	142	−5.3
148. Bangor, Me.	16	17	+6.3	29	**30**	+3.4	23	18	−21.7
96. Baton Rouge	67	60	−10.4	57	**62**	+8.8	28	27	−3.6
120. Beaumont-Port Arthur, Tex.	35	34	−2.9	47	**50**	+6.4	36	29	−14.4
207. Bend, Ore.	—	—		0	**4**		3	—	
173. Billings, Mont.	16	16	NC	16	**19**	+5.6	—	—	
185. Biloxi-Gulfport-Pascagoula, Miss.	34	**34**	NC	—	—		—	—	
124. Binghamton, N.Y.	15	15	NC	50	**52**	+4.0	16	14	−12.5
44. Birmingham, Ala.	140	**145**	+3.6	48	53	+10.4	98	80	−18.4
144. Bluefield-Beckley-Oak Hill, W.Va.	27	**26**	−3.7	—	—		32	21	−34.4
161. Florence, S.C.	—	—		40	**52**	+30.0	—	—	
126. Fort Myers-Naples, Fla.	17	17	NC	34	**37**	+8.8	24	22	−8.3
144. Fort Smith, Ark.*	11	10	−9.1	11	**34**	+209.1	35	14	−60.0
94. Fort Wayne, Ind.	41	40	−2.4	43	**45**	+4.7	34	30	−11.8
68. Fresno, Calif.	51	46	−9.8	52	**54**	+3.8	48	44	−8.3
177. Gainesville, Fla.	16	**15**	−6.3	—	—		—	—	
187. Grand Junction, Colo.	5	6	+20.0	15	**14**	−6.7	—	—	
38. Grand Rapids-Kalamazoo-Battle Creek, Mich.	67	71	+6.0	93	**100**	+7.5	87	84	−3.4
Extra ABC Affiliate	36	**42**	+16.7	—	—		—	—	
169. Great Falls, Mont.	15	**16**	+6.7	17	15	−11.8	—	—	
65. Green Bay, Wis.	73	70	−4.1	69	**74**	+7.2	71	64	−9.0
53. Greensboro-Winston-Salem-High Point, N.C.	97	92	−5.2	91	**110**	+20.9	78	65	−16.7
102. Greenville-New Bern, Washington, N.C.	30	26	−13.3	47	44	−60.4	57	**50**	−12.3
37. Greenville-Spartanburg, S.C.-Asheville, N.C.	94	93	−1.1	103	**118**	+14.6	114	106	−7.1
188. Greenwood-Greenville, Miss.	24	21	−12.5	—	—		—	—	
46. Harrisburg, Pa.	64	**68**	+6.3	42	51	+21.4	—	—	
Lancaster-Lebanon, Pa.	—	—		22	29	+31.8	90	**84**	−6.7
York, Pa.	—	—		12	**15**	+25.0	—	—	—

143. Boise, Idaho	23	24	+4.3	25	26	+4.0	31	**28**	−4.7	195. Harrisonburg, Va.	24	**20**	−16.7	–	–		–	–	
6. Boston	338	**330**	−2.4	299	308	+3.0	268	263	−1.9	26. Hartford-New Haven, Conn.	179	159	−11.2	180	**174**	−3.3	49	51	+4.1
204. Bowling Green, Ky.	24	**22**	−8.3	–	–		–	–		(Extra NBC affiliate)	–	–		–	–		9	10	+11.1
83. Bristol, Va.-Kingsport-Johnson City, Tenn.	25	27	+8.0	54	**64**	+18.5	70	60	−14.3	212. Helena, Mont.	–	–		–	–		4	**4**	NC
29. Buffalo, N.Y.	129	**133**	+3.1	122	113	−7.4	104	91	−12.5	12. Houston	245	**244**	NC	204	228	+11.8	197	179	−9.1
99. Burlington, Vt.-Plattsburgh, N.Y.	18	15	−16.7	53	**56**	+5.7	29	26	−10.3	87. Huntsville-Decatur-Florence, Ala.	51	47	−7.8	50	**63**	+26.0	10	5	−50.0
196. Casper-Riverton, Wyo.	19	**14**	−26.3	–	3	–	2	3	+50.0	(Extra NBC affiliate)	–	–		–	–		34	30	−11.8
79. Cedar Rapids-Waterloo, Iowa	61	**60**	−1.6	54	52	−3.7	60	50	−16.7	157. Idaho Falls-Pocatello	13	13	NC	15	**18**	+20.0	17	16	−5.9
111. Charleston, S.C.	35	31	−11.4	45	**49**	+8.9	32	28	−12.5	21. Indianapolis	152	146	−3.9	140	**163**	+16.4	126	112	−11.1
43. Charleston-Huntington, W.Va.	76	77	+1.3	93	103	+10.8	116	**108**	−8.6	81. Jackson, Miss.	35	29	−17.1	48	**61**	+27.1	58	52	−10.3
35. Charlotte, N.C.	111	114	−2.7	137	**159**	+16.1	44	0	−31.8	191. Jackson, Tenn.	34	**25**	−26.5	–	–		–	–	
148. Charlottesville, Va.	–	–		–	–		7	**4**	−41.9	66. Jacksonville, Fla.*	42	61	+45.2	83	**93**	+12.0	61	45	−26.2
77. Chattanooga	54	54	NC	56	**64**	+14.3	67	54	−19.4	78. Johnstown-Altoona, Pa.	8	0	–	62	66	+6.5	80	**69**	−13.8
177. Cheyenne, Wyo.	–	–		25	**24**	−4.0	–	–		171. Jonesboro, Ark.	29	**26**	−10.3	–	–		–	–	
3. Chicago	595	**554**	−6.9	503	523	+4.0	450	459	+2.0	107. Joplin, Mo.-Pittsburgh, Kan.	37	39	+5.4	25	28	+12.0	47	**41**	−12.8
141. Chico-Redding, Calif.	26	**28**	+7.7	23	26	−13.0	–	–		25. Kansas City, Mo.	137	**158**	+15.3	135	139	+3.0	109	110	+1.0
27. Cincinnati	134	133	−1.0	138	**155**	+12.3	108	99	−8.3	60. Knoxville, Tenn.	69	72	+4.3	99	**105**	+6.1	42	33	−21.4
163. Clarksburg-Weston, W.Va.	19	13	−31.6	24	**27**	+12.5	–	–		128. La Crosse, Eau Claire, Wis.	12	15	+25.0	35	**41**	+17.1	35	33	−5.7
9. Cleveland	311	**304**	−2.3	257	257	NC	228	216	−5.2	192. Lafayette, Ind.	–	–		14	**14**	NC	–	–	
104. Colorado Springs-Pueblo	44	**39**	−11.4	36	37	+2.8	34	33	−2.9	116. Lafayette, La.	50	44	−13.0	54	**66**	+22.2	–	–	
97. Columbia, S.C.	24	27	+12.5	22	28	+27.2	65	**61**	−6.2	175. Lake Charles, La.	–	–		–	–		31	**24**	−22.5
129. Columbia-Jefferson City, Mo.	18	15	−16.7	30	**33**	+10.0	30	25	−16.7	91. Lansing, Mich.	–	–		68	**68**	NC	40	38	−5.0
113. Columbus, Ga.	56	**57**	+1.8	48	52	+8.3	15	14	−6.7	205. Laredo, Tex.	–	–		5	**7**	+40.0	6	6	NC
32. Columbus, Ohio	123	116	−5.7	126	**147**	16.7	101	89	−11.8	122. Las Vegas	24	**27**	+12.5	28	**27**	−3.6	25	21	−16.0
146. Columbus-Tupelo, Miss.	–	–	–	23	29	+26.1	53	**35**	−34.0	166. Laurel-Hattiesburg, Miss.	–	–		–	–		29	**25**	−13.8
134. Corpus Christi, Tex.	31	**29**	−6.5	29	**29**	NC	24	21	−12.5	85. Lexington, Ky.	40	39	−2.5	56	**69**	+23.2	53	43	−18.9
10. Dallas-Fort Worth	262	261	NC	236	**265**	+12.3	195	172	−11.8	193. Lima, Ohio	–	–		–	–		13	**13**	NC
71. Davenport, Iowa-Rock Is.-Moline, Ill.	59	55	−6.8	60	**63**	+5.0	58	48	−17.2	84. Lincoln-Hastings-Kearney, Neb.	38	34	−10.5	59	**66**	+11.9	17	15	−11.8
50. Dayton, Ohio*	75	81	+8.0	112	**125**	+11.6	76	58	−23.7	54. Little Rock, Ark.	101	**92**	−8.9	77	88	+14.3	83	72	−13.3
20. Denver	168	**176**	+4.8	130	133	+2.3	131	118	−9.9	2. Los Angeles	735	**664**	−9.7	557	591	+63	536	525	−2.1
64. Des Moines	61	53	−13.1	80	**85**	+6.3	60	56	−6.7	42. Louisville, Ky.	68	74	+8.8	104	**112**	+7.7	103	90	−12.6
7. Detroit	362	**345**	−4.7	310	338	+9.0	278	305	+9.7	133. Lubbock, Tex.	25	28	+12.0	26	**32**	−23.1	35	28	−20.0
165. Dothan, Ala.	9	9	NC	40	**43**	+7.5	–	–		137. Macon, Ga.	–	–		46	**48**	+4.3	18	13	−27.8
203. Dubuque, Iowa	7	**6**	−14.3	–	–		–	–	–	131. Madison, Wis.	37	35	−5.4	48	**57**	+18.8	35	31	−11.4
106. Duluth, Minn.-Superior, Wis.	40	34	−15.0	40	**43**	+7.5	28	27	−3.6	194. Mankato, Minn.	–	–		19	**20**	+5.3	–	–	
181. El Centro, Calif.-Yuma, Ariz.	–	–		2	3	+50.0	9	**8**	−11.1	150. Marquette, Mich.	–	–		26	**24**	−7.7	–	–	
103. El Paso	35	**32**	−8.6	24	28	+16.7	32	26	−18.8	140. McAllen-Brownsville, Tex.	27	26	−3.7	27	**29**	+7.4	–	–	
158. Elmira, N.Y.	19	**13**	−31.6	–	–		14	**13**	−7.1	154. Medford, Ore.	32	**32**	NC	–	25	–	25	–	–
138. Erie, Pa.	30	28	−6.7	28	26	−7.1	32	**33**	+3.1	34. Memphis	97	89	−8.2	123	**147**	+19.5	95	94	−1.1
125. Eugene, Ore.	28	31	+10.7	–	–		38	**38**	NC	176. Meridian, Miss.*	–	**21**	–	30	14	−53.3	5	–	–
182. Eureka, Calif.	11	**10**	−9.1	12	9	−25.0	–	–		7. Miami	173	162	−6.4	186	**181**	−2.7	162	137	−15.4
89. Evansville, Ind.	60	**52**	−13.3	39	45	+15.4	38	34	−10.5	214. Miles City-Glendive, Mont.	–	–		1	**1**	NC	1	**1**	NC
98. Fargo, N.D.	34	38	+11.8	38	**43**	+13.2	38	23	−39.5	28. Milwaukee	137	**133**	−2.9	131	**133**	+1.5	116	107	−7.8
206. Farmington, N.M.	–	–		–	–		5	**5**	NC	13. Minneapolis-St. Paul	192	182	−5.2	194	**221**	+13.9	135	126	−6.7
208. Flagstaff, Ariz.	–	–		–	–		6	**7**	+16.7	142. Minot-Bismarck-Dickinson, N.D.	–	–		28	**34**	+21.4	33	32	−3.0
52. Flint-Saginaw-Bay City, Mich.	106	**102**	−3.8	44	47	+6.8	98	78	−20.4	181. Missoula-Butte, Mont.	27	**31**	+14.8	–	–		23	26	+13.0
										41. Mobile, Ala.-Pensacola, Fla.	67	76	+13.4	90	**103**	+14.4	56	53	−5.4

ADI Rank	ADI	ABC 1979	ABC 1980	ABC % change	CBS 1979	CBS 1980	CBS % change	NBC 1979	NBC 1980	NBC % change
114.	Monroe, La.-El Dorado, Ark.	30	27	−10.0	57	**66**	+15.8	6	5	−16.7
118.	Montgomery, Ala.	19	17	−10.5	17	23	+35.3	62	**55**	−11.3
30.	Nashville	94	97	+3.2	142	**161**	+13.4	127	117	−7.9
36.	New Orleans	118	109	−7.6	136	**144**	+5.9	94	80	−14.9
1.	New York	1340	1130	−15.7	1213	**1151**	−5.1	1027	1049	+2.1
47	Norfolk-Portsmouth-Newport News Hampden, Va.	97	83	−14.4	96	**105**	+9.4	76	60	21.1
210	North Platte, Ind.	—	—		—	—		10	**7**	−30.0
150.	Odessa-Midland, Tex.	21	15	−28.6	28	**30**	+7.1	22	19	−13.6
39.	Oklahoma City	89	92	+3.4	95	**107**	+12.6	97	78	−19.6
69.	Omaha	92	**84**	−8.7	71	72	+1.4	70	63	−10.0
40.	Orlando-Daytona, Fla.	104	**98**	−5.8	91	97	+6.6	87	88	+1.1
202.	Ottuma, Iowa-Kirksville, Mo.	25	**19**	−24.0	—	—		—	—	
73.	Paducah, Ky.-Cape Girardeau, Mo.	40	35	−12.5	72	**87**	+20.8	66	57	−13.6
179.	Palm Springs, Calif.	3	**7**	+133.3	—	—		2	**7**	−250.0
167.	Panama City, Fla.	23	**23**	NC	—	—		21	17	−19.0
197.	Parkersburg, W. Va.	—	—		—	—	—	7	**5**	−28.6
86.	Peoria, Ill.	49	41	−16.3	48	**45**	−6.25	50	35	−30.0
4.	Philadelphia	612	**518**	−15.4	407	451	+10.8	316	326	+3.2
31	Phoenix	114	**114**	NC	102	107	+4.9	86	86	NC
11.	Pittsburgh	292	**307**	+5.1	245	268	+9.4	168	146	−13.1
24.	Portland, Ore.	128	**130**	+1.6	131	127	−3.1	103	103	NC
74.	Portland-Poland Spring, Me.	50	**52**	+4.0	47	42	−10.6	53	41	−22
199.	Presque Isle, Me.	—	—		9	**9**	NC	—	—	
33.	Providence, R.I.-New Bedford, Mass.	120	**124**	+3.3	80	72	−10.0	113	110	−2.7
147.	Quincy, Ill.-Hannibal, Mo.	—	—		33	**35**	+6.1	31	26	−16.1
41.	Raleigh-Durham, N.C.	107	97	−9.3	108	**115**	+6.5	30	25	−16.7
162.	Rapid City, S.D.	15	15	NC	—	—		27	**23**	−11.8
139.	Reno, Nev.	21	**23**	+9.5	17	17	NC	16	17	+6.3
59.	Richmond, Va.	70	68	−2.9	93	**97**	+4.3	61	59	−3.1
42.	Roanoke-Lynchburg, Va.	40	43	+7.5	73	**99**	+35.6	60	48	−20.1
67	Rochester, N.Y.	69	**67**	−2.9	74	60	−18.9	56	49	−12.1
132.	Rochester-Austin, Minn.-Mason City, Iowa	36	**30**	−16.7	22	24	+9.1	25	24	−4.0
125.	Rockford, Ill.	41	**39**	−4.9	32	35	+9.4	35	26	−25.1
183.	Roswell, N.M.	—	—		14	**16**	+14.3	—	—	
22.	Sacramento-Stockton, Calif.	149	**135**	−9.4	117	118	+1.0	119	125	+5.0
184.	St. Joseph, Mo.	22	**17**	−22.7	—	—		—	—	
14.	St. Louis	185	181	−2.2	200	**210**	+5.0	157	151	−3.8
119.	Salinas-Monterey, Calif.	62	**51**	−17.7	20	16	−20.0	26	22	−15.0
168.	Salisbury, Md.	—	7		28	**22**	−15.4	—	—	
45.	Salt Lake City	94	96	+2.1	86	**105**	+19.3	82	77	−6.0
196.	San Angelo, Tex.	—	—		11	**11**	NC	—	—	
51.	San Antonio	99	89	−10.1	94	**98**	+4.3	72	60	−16.7
23.	San Diego	125	**113**	**−9.6**	**102**	**112**	**+9.8**	**76**	**74**	**−2.6**
5.	San Francisco	329	**321**	−2.4	277	269	−2.9	214	194	−9.0
115.	Santa Barb.-Santa Maria, Calif.	27	**23**	−14.8	17	17	NC	14	15	−7.0
122.	Savannah, Ga.	22	23	+4.5	39	**47**	+20.5	34	30	−11.0
15.	Seattle-Tacoma Bellingham	—	—		119 4	127 8	+6.7 +100.1	139	128 —	−7.9 —
211.	Selma, Ala.	—	—		8	**9**	+12.5	—	—	
58.	Shreveport, La.-Texarkana, Tex.	69	69	NC	88	**97**	+10.2	58	48	−17.0
121.	Sioux City, Iowa	44	**37**	−15.9	12	13	+8.3	32	27	−15.0
93.	Sioux Falls-Mitchell, S.D.	19	19	NC	66	**72**	+9.1	47	35	−25.0
80.	South Bend-Elkhart, Ind.	51	51	NC	56	**63**	+12.5	53	48	−9.0
70.	Spokane, Wash.	52	51	−109	50	**56**	+12.0	51	51	NC
88.	Springfield, Mass.	69	**61**	−11.6	—	—		49	47	−4.1
82.	Springfield, Mo.	20	26	+30.0	55	**74**	+34.5	70	58	−17.0
75.	Springfield-Decatur-Champaign, Ill.	55	53	−3.6	62	**69**	+11.3	58	50	−13.0
63.	Syracuse, N.Y.	64	64	NC	81	**80**	−1.2	79	69	−12.5
136.	Tallahassee, Fla.	13	14	+7.7	51	**51**	NC	—	—	
18.	Tampa-St. Petersburg, Fla.	123	128	+4.1	199	**212**	+6.5	154	146	−5.2
109.	Terre Haute, Ind.	15	13	−13.3	43	**47**	+ 9.3	37	31	−16.2
155.	Toledo, Ohio	74	68	− 8.1	84	**97**	+15.5	82	74	− 9.8
145.	Topeka, Kan.	—	—		35	**46**	+31.4	23	18	−21.7
135.	Traverse City-Cadillac, Mich.	15	15	NC	44	**43**	− 2.3	30	25	−16.7
92.	Tucson, Ariz.	44	**41**	− 6.8	35	37	+ 5.7	37	38	+ 2.7
52.	Tulsa, Okla.	90	**93**	+ 3.3	80	85	+ 6.3	63	54	−14.3
190.	Tuscaloosa, Ala.	—	—		9	**10**	+11.1	—	—	
200.	Twin Falls, Idaho	—	—		—	—		11	**10**	− 9.1
159.	Tyler, Tex.	47	**38**	−19.1	—	—		—	—	
156.	Utica, N.Y.	20	15	−25.0	—	—	—	31	**26**	−16.1
209.	Victoria, Tex.	4	**5**	+25.0	—	—		—	—	
100.	Waco-Temple, Tex.	52	**55**	+ 5.8	—	—		35	29	−17.1
8.	Washington	239	229	− 4.2	247	**250**	+ 1.2	176	180	+ 2.3
164.	Watertown-Carthage, N.Y.	—	—		22	**26**	+18.2	—	—	
130.	Wausau-Rhinelander, Wis.	29	28	− 3.4	37	**43**	+16.2	12	11	− 8.3
76.	West Palm Beach, Fla.	38	37	− 2.6	10	15	+50.0	51	**53**	+ 3.9
117.	Wheeling, W. Va.-Steubenville, Ohio	—	—		45	**52**	+15.6	61	42	−31.1
57.	Wichita-Hutchinson, Kan.	71	61	−14.1	79	**75**	− 5.1	75	69	− 8.0
108.	Wichita Falls, Tex.-Lawton, Okla.	33	30	− 9.1	33	**35**	+ 6.1	29	25	−13.8
148.	Wilkes Barre-Scranton, Pa.	103	**97**	− 5.8	69	68	− 1.4	86	74	−14.0
131.	Wilmington, N.C.	28	31	+10.7	—	—		61	**50**	−18.0
127.	Yakima, Wash.	27	22	−18.5	29	**32**	+10.3	20	19	− 5.0
90.	Youngstown, Ohio	52	50	− 3.8	60	**62**	+ 3.3	47	40	−14.9
200.	Zanesville, Ohio	—	—		—	—		11	**9**	−18.1

*All audience estimates on these pages are copyrighted 1980 by the Arbitron Co. and may not be quoted or reproduced without the prior written consent of Arbitron.

Ratings Roundup

Thanks in large part to the successful performance of its *East of Eden* mini-series, ABC-TV knocked CBS-TV out of prime-time leadership for the week ended Feb. 15.

The averages brought ABC a solid victory for a February "sweeps" week with a 20.8 rating and 32 share to CBS's 19.1/30 and NBC-TV's sluggish 16.9/26.

CBS took Friday and Sunday, but ABC won the remaining five nights—Tuesday, Thursday and Saturday with regular series and Monday and Wednesday with *East of Eden*.

Eden's two hours on Monday and three-hour conclusion on Wednesday earned scores of 28.1/42 and 26.4/37 respectively. Averaging in the opener a week earlier, ABC claimed a 25.7/37 for the eight-hour mini-series.

Competition proved intense on Sunday when NBC brought out a big-name theatrical movie, "Animal House," ABC did likewise with "Jaws 2" and CBS trusted its normally strong series lineup. "Animal House" scored a 22.3/32 and "Jaws 2" a 20.9/31, both beating CBS during the hours the movies ran. But it was CBS that won the evening's prime-time average (CBS: 20.5/31; NBC: 20.2/31, and ABC: 18.5/28) due to the success of *60 Minutes* (24.3/38) against ABC's *Those Amazing Animals* (14.6/23) and NBC's *Doug Henning's World of Magic* special (16.9/27) before the movies started.

For the first 12 days of the Arbitron "sweep" period when local stations are rated nationwide, CBS and ABC were neck-and-neck with 20.1 and 20.0 ratings while NBC trailed with a 16.5. The Nielsen count, begun a day earlier, had CBS with a 20.6 to ABC's 20.1 and NBC's 15.9.

The First 20

1.	*Dallas*	CBS	30.6/52
2.	*East of Eden* (miniseries, part II)	ABC	28.1/42
3.	*Dukes of Hazzard*	CBS	27.3/44
4.	*East of Eden* (miniseries, part III)	ABC	26.4/37
5.	*Little House on the Prairie*	NBC	25.4/36
6.	*M*A*S*H*	CBS	24.8/35
7.	*60 Minutes*	CBS	24.3/38
8.	*Three's Company*	ABC	24.3/35
9.	*Too Close for Comfort*	ABC	23.5/34
10.	*Hart to Hart*	ABC	22.8/36
11.	*Love Boat*	ABC	22.6/39
12.	*Happy Days*	ABC	22.5/32
13.	*Bob Hope Valentine Special*	NBC	22.4/31
14.	"Animal House"	NBC	22.3/32
15.	*20/20*	ABC	21.8/35
16.	*That's Incredible*	ABC	21.8/31
17.	*Magnum, P.I.*	CBS	21.7/33
18.	*Laverne & Shirley*	ABC	21.6/30
19.	*Real People*	NBC	21.4/30
20.	"Jaws 2"	ABC	20.9/31

The Final Five

62.	*Hill Street Blues*	NBC	12.3/23
63.	*Flo*	CBS	12.1/21
64.	*Midnight Lace* (made for TV movie)	NBC	10.8/16
65.	*Ladies' Man*	CBS	10.2/18
66.	*NBC Magazine* "Day with President Reagan"	NBC	8.0/14

Play Back

Star date set. National Public Radio's long-awaited drama series, *Star Wars*, will be fed to network's member stations beginning in March. Thirteen-episode, half-hour series is based on George Lucas's science fiction film and produced in association with his company, Lucasfilm Ltd.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Woman* by John Lennon on Geffen; (2) *Celebration* by Kool & The Gang on De-Lite; (3) *Nine To Five* by Dolly Parton on RCA; (4) *The Tide Is High* by Blondie on Chrysalis; (5) *I Love A Rainy Night* by Eddie Rabbitt on Elektra. The top five in **country radio airplay:** (1) *Angel Flying Too Close* by Willie Nelson on Columbia; (2) *As Good As You Look* by Bellamy Bros. on Warner Bros.; (3) *Who's Cheatin' Who* by Charly McClain on Epic; (4) *Are You Happy Baby* by Dottie West on United Artists; (5) *Southern Rains* by Mel Tillis on Elektra.

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crease ERP 3 kw; decrease ant. height 290 ft. and change TPO (BPH-800707AL). Action Jan. 27.

■ KQRR(FM) Ronan, Mont.—Granted modificaton of CP to change TL to 2 miles SE of Big Arm, Mont.; change type ant.; decrease ERP 60 kw; increase ant. height 2320 ft. and change TPO (DMPH-800623AJ). Action Jan. 27.

■ WNCN(FM) New York, N.Y.—Granted CP to change type trans.; increase ERP 7.6 kw (H) and 5.4 kw (V) and change TPO (BPH-800707AN). Action Feb. 3.

■ WEED(AM) Rocky Mount, N.C.—Granted CP to increase power to 2.5 kw and make changes in ant. sys. (BP-800331AH). Action Feb. 2.

■ WRRN(FM) Warren, Pa.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 50 kw; increase ant. height 410 ft. and change TPO (BPH-800731AG). Action Jan. 28.

■ WNXT(FM) Portsmouth, Oh.—Granted CP to make changes in ant. sys.; change TL; change type ant.; change ERP .76 kw; increase ant. height 540 ft. and change TPO (BPH-800923AJ). Action Jan. 23.

■ KWRO(FM) Coquille, Ore.—Granted license covering new station (BLH-801014AD). Action Feb. 3.

■ WEGA Vega Baja, P.R.—Granted CP to increase power to 2.5 kw; install new type trans. and make changes in ant. sys. (BP-781221AF). Action Feb. 5.

■ WESC(AM) Greenville, S.C.—Granted CP to make changes in ant sys.; change SL & RC; change type trans.; increase ant. height 600 ft. (BP-800529AH). Action Jan. 29.

■ KSDN(AM) Aberdeen, S.D.—Granted modification of CP to modify standard pattern; (BMP-800107AL). Action Jan. 29.

■ Lynchburg, Tenn.—Granted modification of CP to change TL to 1.7 miles NW Lyncyburg on Roberson Hollow Road, Lynchburg (BMP-801015AM). Action Feb. 4.

■ KPAS(FM) El Paso, Tex.—Granted modification of CP to increase ERP to 85 kw; decrease ant. height 1230 ft. (BMPH-800815AK). Action Jan. 27.

■ KLFB(AM) Lubbock, Tex.—Granted CP to change hours of operation to U and correct geographical coordinates (BP-801209AH). Action Jan. 27.

■ *WYCS(FM) Yorktown, Va.—Granted CP to change to 2890 George Washington Highway, Yorktown, VA. (BPED-800729AR). Action Feb. 4.

■ *KTUO(FM) Sonora, Wash.—Granted license covering new station (BLED-790927AG). Action Feb. 5.

■ KAPY(AM) Prosser, Wash.—Granted CP to increase power to 5 kw; (BP-801002AA). Action Feb. 5.

■ KMAS(AM) Shelton, Wash.—Granted CP to increase power from 2.5 kw to 5 kw DA-D (BP-800516AK). Action Jan. 29.

■ KATS(FM) Yakima, Wash.—CP to increase ERP to 75 kw; increase ant. height 910 ft.; change type trans. and change TPO (BPY-800820AC). Action Jan. 28.

■ WYNE(AM) Appleton, Wis.—Granted modification of license to change SL; operate trans. by RC from proposed SL (BRC-801205AP). Action Jan. 29.

■ WIAL(FM) Eau Claire, Wis.—Granted CP to make changes in ant. sys.; change type ant.; change ERP 85 kw; decrease ant. height 350 ft. (BPH-800825AH). Action Jan. 28.

■ WFBZ(AM) Minoqua, Wis.—Granted CP to increase power to 2.5 kw and make changes in ant. sys. (BP-800624AK). Action Jan. 30.

■ WROE(FM) Neenah-Menasha, Wis.—Granted CP to decrease ERP 2.4 kw; increase ant. height 340 ft., change type ant. and change TPO (BPH-800620AK). Action Jan. 29.

■ WRTR(AM) Two Rivers, Wis.—Granted CP to change hours of operation to U by adding N service with 500 watts; install DA-N and make changes in ant. sys. (BP-800903AE). Action Jan. 29.

■ WEZW(FM) Wauwatosa, Wis.—Granted CP to make changes in ant. sys.; change TL, SL & RC; change type ant.; increase ERP 19.5 kw; increase ant. height 840 ft. and change TPO (BPH-800826AD). Action Jan. 29.

■ KMMZ(AM) Greybull, Wyo.—Granted CP to increase power to 10 kw; (BP-800515AF). Action Jan. 27.

In Contest

FCC Decisions

■ FCC has denied reconsideration of its decision last June 11 authorizing Cass Community Antenna TV Inc., which operates cable system serving Pana, Ill., to carry signals of independent stations WTBS Atlanta, Ga., and KTVU Oakland, Calif. Midwest Television Inc., licensee of WCIA (CBS) Champaign, Ill., requested reconsideration last July 28. Pana is within the Springfield-Decatur-Champaign major television market but in protected zone only of WAND-TV (ABC) Decatur. Under FCC rules governing number of signals of distant TV stations cable system can carry, WAND is considered only local station. FCC granted waiver on condition it received no more oppesition to Cass' request within 20 days after decision was published. Since no opposition was filed, Cass' waiver became effective July 17. Midwest did not submit any new reason why waiver should not have been granted, but merely repeated arguments previously found to be insufficient. Action Jan. 29.

■ Denied petition by KDUB-TV Dubuque, Iowa, for reconsideration of earlier FCC decision granting KCRG-TV Cedar Rapids, Iowa, exempt status from network nonduplication (cable) rule, allowing Dubuque area cable systems to carry signal of KCRG-TV. Both stations are ABC affiliates. KDUB-TV argued that if Dubuque area cable systems were to carry KCRG-TV's signal, KDUB-TV would lose significant portion of its viewing audience and incur substantial revenue losses. FCC said that KDUB-TV did not adequately substantiate that argument, and since KCRG-TV is "significantly viewed" signal in Dubuque (a necessary qualification for exemption from network nonduplication rule), cable systems there should be allowed to carry it.

■ Granted license authorization for KEES(AM) Gladewater, Tex., and in so doing granted waiver of rule requiring that station provide nighttime and interference-free service to its entire service area. Unanticipated poor ground conductivity enables KEES to provide interference free nighttime service to only 31% of the station's service area. FCC said that since conductivity factor was not discovered until after the CP was granted for station and that since there was no suitable alternative site in area, and that station had already been constructed, it would grant the waiver.

Procedural Rulings

■ Kansas City, Mo. **TV proceeding:** (SelecTV of Kansas City and Bueford Television)—ALJ Joseph Stirmer found SelecTV of Kansas City Inc. financially qualified to operate its proposed commercial television station at Kansas City, Mo. Judge Stirmer noted that originally the mutually exclusive applications of SelecTV and Buford Television of Missouri Inc. had been designated for hearing to determine whether SelecTV could afford to build and operate the station and which application should be granted. However, on October 22, 1980, an agreement for merger of two applicants' interests was approved, with SelecTV amending its application clarifying all remaining questions regarding its financial qualifications. Judge Stirmer concluded that from $3,000,000 seven-year loan provided by the Bank of American, SelecTV would need $1,846,555 to build and operate its proposed station. Deducting first year's interest payment of $390,000 and cost of station, this would still leave SelecTV with extra funds in amount of $763,445. (BC Doc. 80-302). Action Feb. 13.

■ Cresson, Pa. **FM proceeding:** (The Great American Wireless Signal And Sounds Good Inc.)—ALJ Joseph Stirmer granted joint request and approved settlement agreement, authorized reimbursement of $6,067.70 to Great American, dismissed Great American's application with prejudice, and ordered application of Sounds Good remain in hearing status to resolve the ascertainment issue specified against it (BC Doc. 80-325-26). Action Jan. 26.

■ Eastland, Tex. **FM proceeding:** (Micromedia and Carnette Broadcasting Inc.). By two separate actions, ALJ Joseph Chachkin granted motion by Micromedia for summary decision and resolved in its favor financial and ascertainment issues designated against it and granted petition by Micromedia for leave amend its application to report financial and ascertainment information; granted joint petition by applicants and approved agreement, approved the reimbursement of $4,783.27 to Carnette by Micromedia, dismissed Carnette's application with prejudice, granted Micromedia's application, dismissed as moot all pending pleadings, and terminated proceeding. (BC Dec. 80-220-21). Action Jan. 23.

Designated for hearing

■ Roger A. Meyers and Telecommunications Systems Inc., for a new station at Carson City, Nevada (CC Doc. 81-70-71). Feb. 2.

■ Microband Corporation of American and Telecommunications Systems Inc., for a new station at Cheyenne, Wyoming and Tekkom INc., for a new station at Laramie, Wyoming (CC Doc. 81-74-76). Action Feb. 2.

■ J. McCarthy Miller and Microband Corporation of American for a new station at Ocala, Florida (CC Doc. 81-72-73). Action Feb. 2.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,008	4	9	1,019	122	1,143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2,525	0	0	2,524	252	2,826
VHF	1,389	0	0	1,389	478	1,867

*Special temporary authorization

**Includes off-air licenses

Satellite

Grant

■ Our Lady of the Angels Monestary for Birmingham, Ala. (10m; S-A; E2718).

Allocations

Actions

■ Quincy, Calif.—Substituted 101.9 mhz for 95.9 mhz at Quincy, effective April 6 (BC Doc. 80-171). Action Feb. 4.

■ Fort Walton Beach, Fla.—Assigned TV ch. 52+ to Fort Walton Beach, effective March 24 (BC Doc. 80-519). Action Feb. 4.

■ Avilla, Auburn, Albion, Garrett, and Lagrange,